CHAPTER 2

EXISTING CONDITIONS ANALYSIS

2.1 LAND USE

This memorandum summarizes the analysis of existing conditions within the Central Study Area. The Central Study Area is an irregular shaped area that follows the major north-south and east-west streets in the south-west portion of the City of Long Beach, just north of Downtown. Figure 2-1 illustrates the project boundaries. The area is roughly bounded the 405 Freeway on the north, Downtown on the south, Terminal Island Highway on the west and Redondo Avenue on the east. The total acreage of the Central Study Area is 3,082 acres. The Central Study Area encompasses the Central Redevelopment Project Area and the Santa Fe corridor that is not included in the Redevelopment Area. This memorandum also addresses the residential areas between the major corridors. The accompanying Figure 2-2 “Existing Generalized Land Uses” illustrates existing land uses in the Central Study Area.

Long Beach has a population density of 9,149 persons per square mile, which is higher than many other cities regarded as dense including Los Angeles, Detroit and Baltimore. Within Long Beach, there are areas that are very dense and others are less dense. The west, south and north areas (parts of which are within the Central Study Area) of the City are very dense with 11,960, 13,746, and 9,819 residents per square mile. The east area of the City is far less dense, with only 5,360 residents per square mile.

A. Residential Uses

Residential uses are the predominant land use in the Central Study Area, approximating 47% of the total land area or 1,444 acres. Of these 1,444 residential acres, approximately 37% or 537 acres are single-family units and the remaining 907 acres are a mix of townhouses, mixed style homes and multifamily units.

While single-family homes are distributed throughout the Central Study Area, the stable single-family neighborhoods are concentrated in the North & South Wrigley, Upper Westside, Westside, and Franklin School neighborhoods. There are also two historic districts within the Central Study Area – the Drake Park Historic Neighborhood and Craftsman Historic District.

The rest of the residential areas are a mix of single family, townhouses, medium- to high-density apartments or condominiums. It should be also noted that a number of single-family unit parcels have been converted to multifamily, either through the subdivision of existing structures or through the construction of additional structures.

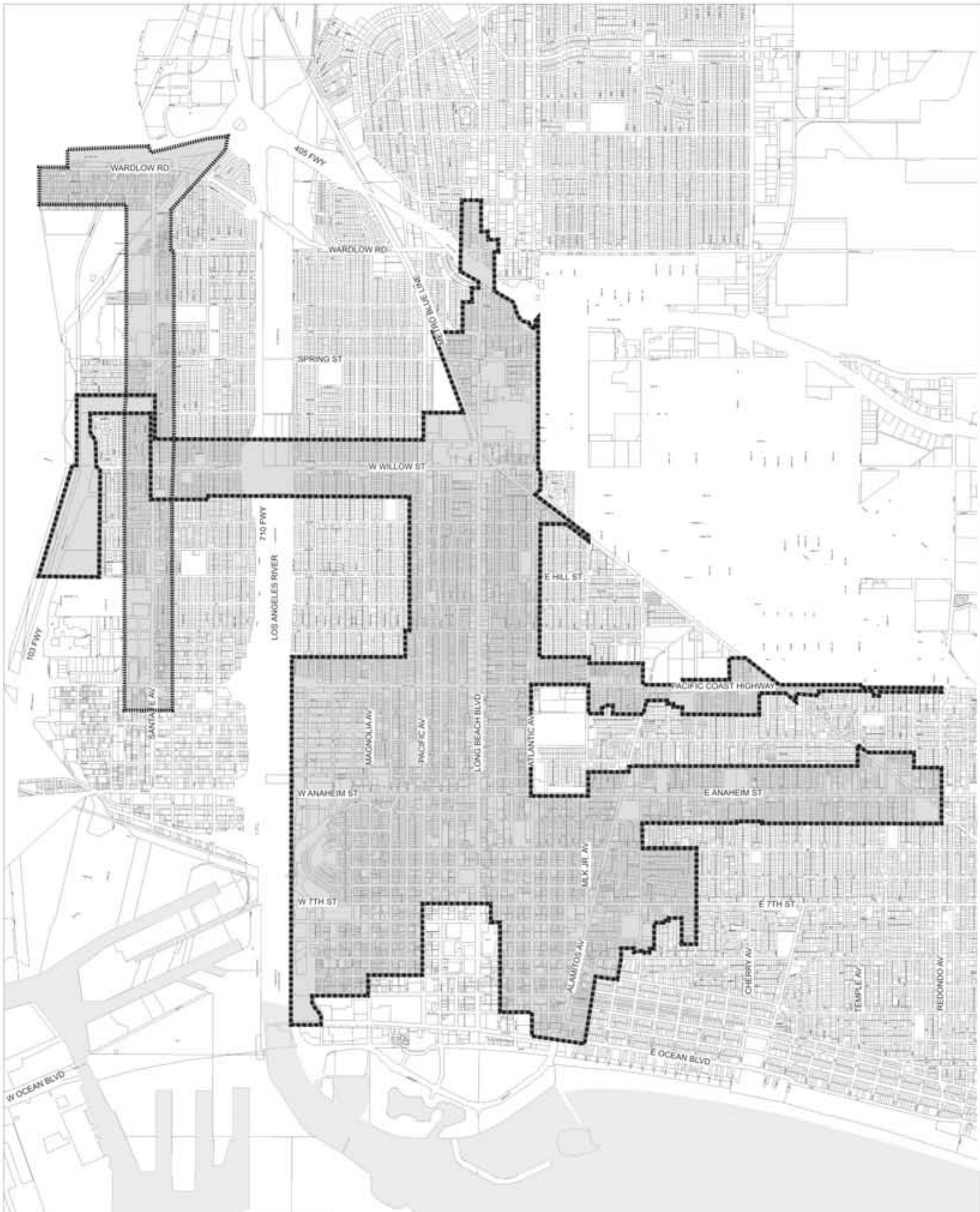
B. Commercial Uses

Commercial uses comprise 13% or 391 acres in the Central Study Area. Commercial uses are typically located on the major traffic corridors in the Central Study Area while the areas between the corridors primarily are residential. The major east-west commercial corridors include Pacific Coast Highway and Anaheim Street while the major north-south commercial corridors are Long Beach Boulevard and Santa Fe Avenue. Minor commercial corridors include Pacific Avenue and Atlantic Avenue in the north-south direction and Willow Street and 7th Street in the east-west orientation. The retail and commercial uses along the corridors are generally neighborhood- serving uses on shallow parcels with limited parking.

Downtown Long Beach is located directly to the south of the Central Study Area and is a major regional attraction. Wrigley Community Shopping Center is located at Long Beach Boulevard and Willow Street and serves the northern portion of the Central Study Area. American Marketplace, a Community Shopping Center, is planned in the southern part of the Central Study Area at the intersection of Atlantic and Anaheim.

C. Industrial Uses

Industrial uses comprise 244 acres or 7.5% of the total land area in the Central Study Area. Industrial uses are primarily located in the Magnolia Industrial Area, generally bound by Pacific Coast Highway, Anaheim Street, Magnolia Avenue and Santa Fe Avenue. The range of industrial uses varies from light manufacturing to warehouse and storage facilities.



Central Study Area Boundary

Santa Fe Corridor

Central Redevelopment Project Area

Figure 2-1

Central Study Area

City of Long Beach
Central Area Strategic Guide

D. Schools & Parks

A number of schools and parks are located within the Central Study Area. Parks comprise 92 acres or 3% of the total study area. Please refer to Section 2.3 & 2.4 for a discussion on existing park resources and schools in the Central Study Area. Schools contribute approximately 81 acres of additional open space to the Study Area.

E. Churches & other Religious Uses

Churches and other religious uses are distributed among all the land uses in the Central Study Area, but are most often located along the commercial corridors.

F. Institutional Uses

There are two major hospitals in the Central Study Area. Long Beach Memorial Center located at Willow & Long Beach Boulevard and St. Mary's Medical Center at Atlantic and 10th Street.

G. Roadways and Public R-O-W

The Los Angeles River and roadways, not including the 405 and 710 freeways, occupy over 73 acres of the Study Area, equaling a little over 2% of the total land area.

2.2 ARCHITECTURE & URBAN FORM

Central Long Beach is a large area with a broad range of architecture ranging from older single family neighborhoods to strip commercial along the corridors.

The predominantly single family neighborhoods in the Central Study Area including Westside and North Wrigley are generally single story. Ranch style is the most prevalent of architectural styles in these neighborhoods. In the more mixed style neighborhoods, the heights vary between one and two stories tall. These neighborhoods are also older than the northern neighborhoods. Spanish Colonial, Craftsman, and Classical Revival are all architectural styles that are commonly found in these neighborhoods. Most of the larger multifamily structures are 3 to 4 stories or taller. Most of these structures have been built in the last few decades and reflect the architectural character of that era.

The majority of the commercial structures along the arterials are one story tall. These are stucco frame structures that are built at the property line next to the sidewalk. In general, these are nondescript structures with no special identifying character with a smattering of historic structures. Two major exceptions are Pacific Avenue and Anaheim Blvd., which have several 1930's buildings in the Art Deco and Streamline Moderne style as well as older turn-of-the-century traditional commercial structures. Along some of the arterials such as Long Beach Boulevard and PCH, there are several fifties-style automobile-oriented structures (car washes, motels, etc.) with the exuberant signage that was prevalent at the time.

The two major institutions, Long Beach Memorial Medical Center and St. Mary's Medical Center, within the Central Study Area are groupings of generally large, multistory structures and reflect a more contemporary architectural style.

2.3 OPEN SPACE & STREETSCAPE

The City of Long Beach has recently completed a Strategic Plan for the Department of Parks, Recreation and Marine. The following summary of the existing park and open space system as it relates to the Central Study Area and is generally based on the Draft Open Space and Recreation Element (Strategic Plan).

The City of Long Beach has 94 parks encompassing 1,425 acres. In addition there are 247 acres of beaches, 568 acres of golf courses, and 373 water recreation acres. The ratio of open space per capita is 5.6 acres per 1,000 residents. This is lower than in past years and relatively low compared to other high-density cities in the United States. The Department of Parks, Recreation, and Marine has set the open space standard at 8 acres per 1,000 residents as a target for the City. To meet this target, the City as a whole needs 1,080 acres over what currently exists.

Outdoor recreation open space land is unevenly distributed in Long Beach. Much of the recreation open space is located in the eastern and coastal sections of the City, while most of the population growth has occurred in the central, western and northern sections. These areas are seriously under-served and have the highest population densities. This includes the Central Study Area.

This disproportionate share of parks in the central, western and northern areas of the City has made it difficult for much of the youth population to have access to recreation open space and recreation facilities. A goal and policy of both the Draft Open Space and Recreation Element and this Strategic Guide for Development is to give priority to adding recreation open space and recreational facilities in areas that are most under-served.

There are only 60.28 acres of parks within Central Study Area. In addition, there are 58.6 acres of park space in park sites immediately adjacent to the Study Area. There is an additional 81.17 acres of open space at school sites within the Central Study Area.

This high level of population density increases the need for park space within the Central Study Area. Given this high density, families have limited yard space to recreate. The high level of population density also makes it more difficult to develop and maintain park space, given the high demand for land area. Competing needs including housing, commercial space and even public services vie for the limited space available.

While the numbers of acres of parkland is an important indicator of overall park resources, it does not clearly indicate how accessible park resources are to residents. Much of the parkland in Long Beach is concentrated on the eastern edge of the City, while the majority of the City's residents are in the central and northern areas. Figure 2-3 shows the distribution of park space within the Central Study Area and demonstrates that park needs are not met in this part of the City. Table 2-1 shows that the number of persons served per park acre varies widely ranging from 100 to nearly 8,000 residents per acres.

TABLE 2-1
CITY PARKS AND POPULATION SERVED IN THE CENTRAL STUDY AREA

Neighborhood or Community Park	*Acres in Parks*	*Population Served*	*Served per Acre*
Admiral Kidd	7.43	3,518	473
Cesar Chavez	9.66	33,048	3,421
Drake	6.15	5,933	964
MacArthur	3.65	9,623	2,636
Orizaba	2.57	8,170	3,179
Silverado	11.73	28,741	2,450
Hudson	12.76	1,295	101
Martin Luther King Jr.	8.71	67,999	7,807
Veterans	14.71	37,469	2,547

The tables (2-2 and 2-3) below identify the parks and recreational facilities in the Central Study Area, as well as the recreational facilities associated with public schools. There are also several private schools in the Central Study Area that are not identified, but likely have some recreation open space component.

TABLE 2-2
CITY PARKS AND RECREATION FACILITIES IN THE CENTRAL STUDY AREA

Park Name	**Type***	**Acres**	**Recreational Facilities**
Admiral Kidd	N	9.28	Activity Center, Baseball, Basketball, Benches, Football, Green Space, Horseshoes, Picnic Tables, Playground, Sand Lots, Soccer
Cesar Chavez	C	24.41	Benches, Community Center, Green Space, Picnic Tables, Playground
Drake	N	6.30	Baseball, Basketball, Benches, Community Center, Football, Green Space, Hand/Racquetball, Picnic Tables, Playground, Soccer, Tennis, Volleyball
East Village Arts	M	0.09	Green Space
Fourteenth Street	M	1.71	Benches, Green Space, Playground
LB Senior Center	S	0.92	Benches, Community Center
MacArthur	N	3.76	Basketball, Benches, Community Center, Green Space, Picnic Tables, Playground, Volleyball
Orizaba	N	2.53	Basketball, Benches, Green Space, Picnic Tables, Playground
Silverado	C	11.28	Baseball, Basketball, Benches, Community Center, Green Space, Gymnasium, Picnic Tables, Playground, Rollerhockey, Sand Lots, Soccer, Softball, Swimming, Tennis, Volleyball
Total Acres		**60.28**	
Parks immediately adjacent to the Central Study Area:			
Chittick Field	S	18.00	Green Space, Picnic Tables, Soccer, Softball
Hudson	N	13.00	Baseball, Benches, Green Space, Picnic Tables, Playground, Soccer
Lincoln	S	4.80	Benches, Coastal Viewing, Green Space
Martin Luther King Jr.	C	8.20	Benches, Community Center, Green Space, Picnic Tables, Playground, Soccer, Softball, Swimming
Veterans	C	14.60	Baseball, Basketball, Benches, Community Center, Green Space, Picnic Tables, Playground, Sand Lots, Soccer, Softball, Tennis, Volleyball
Total Acres		**58.60**	

***Park Types:** C = Community Park, M = Mini Park, N = Neighborhood Park, S = Special Use Park

Mini Parks (M) – small parks serving residents within one-eighth mile radius. Mini parks are generally less than 2 acres in size.

Neighborhood Parks (N) – basic units of the parks system and serve as the recreational and social focus of a neighborhood. These parks are intended to serve residents within one-quarter mile radius in high-density areas such as the Central Study Area.

Community Parks (C) – serve a broader purpose than neighborhood parks, focusing on community recreation, including sports fields, and preserving unique landscapes and open spaces. Community parks are intended to serve residents within a one-mile radius.

Regional Parks (R) – serve a broader purpose than community parks. Their purpose is to meet community based recreational needs, as well as to preserve unique landscapes and open spaces. Regional parks are intended to serve residents within a five-mile radius.

Greenways Parks (G) – are used to tie the park system components together to form a continuous park environment. These include undeveloped ribbons of green space like r-o-w easements.

Beaches (B) – Long Beach has approximately 6.5 linear miles of beach comprising approximately 247 acres. Although owned by the State, the City is responsible for operating and maintaining the beach and beach facilities.

TABLE 2-3
LONG BEACH SCHOOL RECREATION FACILITIES IN THE CENTRAL STUDY AREA

School	Acres	Green Acres	Recreational Facilities
Elementary			
Burnett	4.44	1.76	Basketball, Playground, Volleyball
Edison	5.72	2.69	Basketball, Playground, Volleyball
Hudson	16.37	10.15	Basketball, Playground, Volleyball
International	2.38	0.5	Basketball, Playground, Volleyball
Lincoln	5.82	2.68	Basketball, Playground, Volleyball
Roosevelt	3.83	2.02	Basketball, Playground, Volleyball
Stevenson	2.6	1.21	Basketball, Playground, Volleyball
Webster	13.05	7.28	Basketball, Playground, Volleyball
Whittier	5.54	2.65	Basketball, Playground, Volleyball
Middle			
Franklin	5.76	3.9	Baseball, Basketball, Gymnasium, Volleyball
Robinson	8.75	3.3	Baseball, Basketball, Gymnasium, Volleyball
Stephens	14.9	5.89	Baseball, Basketball, Gymnasium, Volleyball
Washington	4.57	2.12	Baseball, Basketball, Gymnasium, Volleyball
High			
Polytechnic	28.22	13.02	Baseball, Basketball, Football, Gymnasium, Tennis, Swimming Pool, Volleyball
Cabrillo/Savannah*	46.85	22	Baseball, Basketball, Football, Gymnasium, Tennis, Volleyball
Reid	3.43	0	None
Total Acres	**172.2**	**81.17**	

* Cabrillo/Savannah High School is located partially within the Central Study Area.

Analysis of Park Resources

Admiral Kidd, Martin Luther King, Jr., and 14th Street Parks are undersized for the functions they perform and the City's long range plans call for those three parks to be expanded.

Park Location Needs. In general, substantial park space is needed in the Central Study Area, but the key neighborhoods where a neighborhood park presence is needed are the following:

- East Village
- Washington Middle School (or expand 14th Street),
- South Wrigley, North Wrigley (near or around Birney School),
- Westside (east of Santa Fe, near Willow),
- King (near Hill east of Long Beach Boulevard),
- between PCH and Anaheim near Walnut,
- Craftsman (between 7th and 10th, Alamitos and Cherry), and
- Alamitos Beach (4th to Ocean, near Orange or Falcon.

2.4 PUBLIC SERVICES

A. Schools

The Central Study Area is located within the Long Beach Unified School District. (LBUSD). The Study Area includes nine elementary schools, four middle schools and three high schools – Polytechnic, Reid and Cabrillo/ Savannah, the latter of which is partially within the Central Study Area. Several other private schools are also located within the Central Study Area including various charter and private religious schools. Table 2-4 identifies the existing LBUSD facilities within the study area.

TABLE 2-4
LONG BEACH SCHOOL FACILITIES IN THE CENTRAL STUDY AREA

School	Acres
Elementary	
Burnett	4.44
Edison	5.72
Hudson	16.37
International	2.38
Lincoln	5.82
Roosevelt	3.83
Stevenson	2.60
Webster	13.05
Whittier	5.54
Middle	
Franklin	5.76
Robinson	8.75
Stephens	14.90
Washington	4.57
High	
Polytechnic	28.22
Cabrillo/Savannah*	46.85
Reid	3.43
Total Acres	**172.23**

* Cabrillo/Savannah High School is located partially within the Central Study Area.

Schools within the Central Study Area are generally overcrowded and large numbers of students are bussed to other facilities outside the area. Several of the schools have temporary classrooms and other facilities in trailers and a shortage of play space is common. A new elementary school is under construction at Broadway and Golden in the southwest portion of the study area.

The LBUSD has identified the need for three new elementary schools, and at least a new middle and high school each to serve the needs of the current students within the Central Study Area. In addition, the need for more facilities are anticipated to serve the projected population growth with several hundred new housing units proposed in and around the study area.

The City of Long Beach Parks, Recreation and Marine Department and the LBUSD have begun a partnership that attempts to maximize the use of available resources by creating joint use facilities including common sports fields and community rooms.

B. Libraries

There are three branches of the Long Beach Public Library System within the Central Study Area. The Mark Twain branch is located on East Anaheim Street at MacArthur Park; the Bret Harte branch is located on Willow Street at Adriatic Avenue; and Burnett is located on Hill Street at Atlantic Avenue. Please refer to Figure 5-1 in the next section for mapped locations. The Long Beach Public Library System uses a one-mile radius as a standard service area for libraries. While the three libraries cover the geographical area with the study area, all three libraries are significantly undersized based on current demand.

- 79.4% of all cardholders at the Mark Twain Neighborhood Library live within one-mile of the branch and 80.6% of this branch's circulation is within the same radius.
- 61.3% of all cardholders at the Bret Harte Neighborhood Library live within one-mile of the branch and 70.2% of this branch's circulation is within the same radius.
- 77.9% of all cardholders at the Burnett Neighborhood Library live within one-mile of the branch and 81% of this branch's circulation is within the same radius.

A grant application for the expansion of the Mark Twain branch has been submitted to the State of California. This proposal will relocate the library a block to the east allowing for the expansion of MacArthur Park. The new facility is proposed to be a state-of-the-art facility. Library staff is interested in expanding the other two branches as well. However, with limited financial resources, these desired expansions may not take place in the near future.

2.5 TRANSPORTATION & CIRCULATION

A. Context

The Central Long Beach study area is an irregularly shaped area, which follows the major north-south and east-west streets in the southwest portion of the City of Long Beach adjacent to Downtown (See Figure 1-1). Streets in the study area are on a rectangular grid oriented north-south and east-west. Long Beach is a mature city, with all of the study area streets already constructed in accordance with the Transportation Element of the General Plan. The Central Long Beach area is served by the San Diego Freeway (I-405) and Long Beach Freeway (I-710), Long Beach Transit and the Metro Blue Line, which connects downtown Long Beach with downtown Los Angeles.

B. Public Streets

North-South Streets

Table 2-5 summarizes existing conditions on the north-south streets. Presented on Table 2-5 is a tabulation showing the street segment, number of traffic lanes (total lanes in both directions exclusive of left-right-turn lanes), median description, posted speed limit, and curb parking description. The following north-south streets are described in Table 2-5:

- Santa Fe Avenue
- Pacific Avenue
- Long Beach Boulevard
- Atlantic Avenue
- Alamitos Avenue
- Cherry Avenue

Santa Fe Avenue (Table 2-5A) has a 4-lane roadway with a curbed median to accommodate left-turn movements and a posted speed limit of 35 miles per hour (mph). There is no limited time parking during the day, no overnight parking (2AM-6AM), and no parking for street cleaning (4AM-8AM) on Tuesdays (west side of street) and Wednesdays (east side of street).

Pacific Avenue (Table 2-5B) has a 4-lane roadway with both painted and curbed median and a speed limit of 30 mph. North of Willow Street, the Pacific Avenue median is a painted two-way left-turn lane. Between Willow Street and Pacific Coast Highway the median is curbed and accommodates left-turn movements. From Pacific Coast Highway to 8th Street the median is a painted two-way left-turn lane. Between 8th Street and 1st Street the median is curbed with the northbound Metro Blue line in the median. There is no parking (4AM-8AM) for street cleaning on Wednesdays (west side of the street) and Tuesdays (east side of the street). Limited time parking is in effect between Willow Street and Burnett Street (2-hour, 9AM-6PM), Burnett Street and 23rd Street (1-hour, 9AM-6PM), 21st Street and Pacific Coast Highway (1-hour, 9AM-6PM), and 14th Street and Anaheim Street (2-hour, 9AM-6PM). Two-hour metered parking ((AM-6PM) is in effect between 8th Street and 5th Street.

Long Beach Boulevard (Table 2-5C) has a 4-lane roadway with a curbed median and a posted speed limit of 35 mph north of Willow Street and 30 mph south of Willow Street. South of Willow the Metro Blue Line (Light Rail Transit) runs in the Long Beach Boulevard median. Curb parking is limited to 2-hours (9AM-6PM), with no parking for street cleaning (4AM-8AM) on Tuesdays (west side of street) and Wednesdays (east side of street).

Atlantic Avenue (Table 2-5D) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. Curb parking is limited to 2-hours (9AM-6PM), with no parking for street cleaning (4AM-8AM) on Tuesdays (east side of street) and Wednesdays (west side of street).

Alamitos Avenue (Table 2-5E) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. There is no curb parking time limit during the day, with no parking for street cleaning (4AM-8AM) on Thursdays (west side of street) and Fridays (east side of street).

Cherry Avenue (Table 2-5F) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 25 mph. There is no curb parking time limit during the day, with no parking for street cleaning (4AM-8AM) on Thursdays (west side of street) and Fridays (east side of street).

East-West Streets

The east-west streets are summarized in Table 2-6, which is similar in format to Table 6-1, showing the number of traffic lanes, median description, posted speed limit, and curb parking description. The following east-west streets are described in Table 2-6:

- Willow Street
- Pacific Coast Highway (PCH) (State Route 1)
- Anaheim Street
- Seventh Street

Willow Street (Table2-6A) varies from four-lanes to six-lanes. Except for the roadway segment between the Long Beach Freeway (I-710), Willow Street is 4-lanes west of Magnolia Avenue and 6-lanes east of Magnolia Avenue. Both the 4-lane and 6-lane portions of Willow Street have a curbed median to accommodate left-turns and a 35 mph posted speed limit. West of Golden Avenue there is no curb parking time during the day. No parking for street cleaning (4AM-8AM) on Wednesdays (north side of street) and Tuesdays (south side of street) is in effect over the entire study area segment of Willow Street. Between Golden Avenue and Eucalyptus Avenue curb parking is limited to 2-hours (9AM-6PM). Between Eucalyptus Avenue and Pacific Avenue curb parking is also limited to two-hours (6:30AM-8:30 PM). Peak period parking restrictions are in force between Pacific Avenue and Atlantic Avenue; no parking on the north side of the street from 6:30AM to 8:30AM) and no parking on the south side of the street from 4PM to 6PM.

Pacific Coast Highway (PCH) (Table 2-6B) is a 6-lane roadway except at Santa Fe Avenue, where it is a 4-lane roadway. PCH has a painted centerline with painted left-turn lanes. The posted speed limit is 40 mph west of Magnolia Avenue and 35 mph east of Magnolia Avenue. No parking for street cleaning (4AM-7AM) is in effect on Wednesdays (north side of street) and Tuesdays (south side of street) between Santa Fe Avenue and Magnolia Avenue, and east of Magnolia Avenue (4AM-8AM) Wednesdays and Tuesdays. There are no curb parking time limits west of Cedar Avenue. Between Cedar Avenue and Alamitos Avenue there are 2-hour curb parking time limits (9AM-6PM) on the north side of the street, with tow away no stopping any time 7AM-9AM to accommodate northbound morning commute period traffic. There is also a tow away no stopping any time (3PM-6PM) on the south side of PCH to accommodate southbound afternoon peak period commute traffic.

Anaheim Street (Table 2-6C) is a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. No parking for street cleaning (4AM-8AM) is in effect on Wednesdays (north side of street) and Tuesdays (south side of street). There is also a 2-hour curb parking time limit (9AM-6PM).

Seventh Street (Table 2-6D) is a 3-lane one-way roadway west of Martin Luther King Jr. Avenue and a two-way 4-lane roadway with a painted centerline and painted left-turn lanes east of Martin Luther King. The posted speed limit is 30 mph on the one-way segment and 35 mph on the two-way segment. No parking for street cleaning (4AM-8AM) is in effect on Tuesdays (north side of street) and Wednesdays (south side of street). There is also 2-hour limit metered curb parking (9AM-6PM) between the Long Beach Freeway (I-710) and Martin Luther King Jr. Avenue, and curb parking time limit east of Martin Luther King.

C. Public Transit Service

Public transit service to the Central Long Beach study area is provided by Long Beach Transit, with bus routes on all of the major streets in the Central Study Area; by Metropolitan Transportation Authority (MTA) buses; and the Metro Blue Line light rail in the median of Long Beach Boulevard. Table 2-7 describes the public transit service, showing direction of travel, street traveled, route number and designation, and headway (time between busses). Table 2-7A presents the 16 Long Beach Transit routes that travel on the north-south streets. Table 2-7B presents the 19 Long Beach Transit routes that travel on the east-west streets, including four routes that also travel on the north-south streets (Routes 172, 174, 181, and 182). Table 2-7C presents the MTA bus lines and the Metro Blue Line light rail on Long Beach Boulevard. All 31 Long Beach Transit routes provide bus service to the Central Long Beach study area. Easy access to all bus routes and to the Blue Line is provided by the downtown Transit Mall.

In addition to the Long Beach Transit and MTA service, portions of the Central Long Beach study area are also served by the Pine Avenue Link and the Village Tour D'art shuttles. The Pine Avenue Link provides free service between Downtown, the Convention Center, Shoreline Village, and the Aquarium of the Pacific. The Village Tour D'art consists of two routes, West Village (west of Pine Avenue) and East Village (east of Pine Avenue), and. provides access to museums, parks, art galleries, boutiques, cafes, historical locations and architectural sites on a daily basis.

D. Study Area Traffic Volumes

Daily traffic volumes on the Central Long Beach study area streets are presented in Table 2-8 (north-south streets) and Table 2-9 (east-west streets), and are discussed below.

North-South Streets

Santa Fe Avenue. Current traffic volumes on Santa Fe Avenue between West Willow Street and 17th Street range from 12,200 vehicles per day (vpd) south of Pacific Coast Highway to 14,800 vpd south of West Willow Street, with a volume of 13,100 vpd north of Pacific Coast Highway.

Long Beach Boulevard. Current traffic volumes on Long Beach Boulevard between Anaheim Street and Willow Street range from 17,800 vpd north of Anaheim Street to 19,700 vpd south of Willow Street.

Atlantic Avenue. Current traffic volumes on Atlantic Avenue range from 14,100 vehicles per day (vpd) north of Seventh Street to 27,900 vpd north of East Willow Street, with 21,500 vpd between Anaheim Street and Pacific Coast Highway.

Alamitos Avenue. Current traffic volumes on Alamitos Avenue range from 12,200 vehicles per day (vpd) north of Seventh Street to 11,000 vpd north of Anaheim Street.

Cherry Avenue. The current traffic volume on Cherry Avenue between Anaheim Street and Pacific Coast Highway is 15,900 vehicles per day East-West Streets.

East-West Streets

Willow Street. Current traffic volumes on West Willow Street range from 32,600 vehicles per day (vpd) west of Long Beach Boulevard to 25,200 vpd east of Santa Fe Avenue, with a volume of 31,300 vpd west of Magnolia Avenue and 29,700 east of Long Beach Boulevard.

Pacific Coast Highway. Current traffic volumes on Pacific Coast Highway between Magnolia Avenue and Redondo Avenue range from 39,600 vehicles per day (vpd) west of Magnolia Avenue to 32,600 vpd west of Redondo Avenue, with 44,000 vpd between Long Beach Boulevard and Atlantic Avenue.

Anaheim Street. Current traffic volumes on West Anaheim Street range from 30,300 vehicles per day (vpd) east of Santa Fe Avenue to 25,000 vpd west of Long Beach Boulevard. Current traffic volumes on East Anaheim Street range from 30,000 vpd east of Long Beach Boulevard to 28,200 vpd west of Redondo Avenue, with 35,600 vpd west of Alamitos Avenue and 33,000 vpd west of Cherry Avenue.

Seventh Street. Current traffic volumes on West Seventh Street range from 15,400 vehicles per day (vpd) west of Magnolia Avenue to 17,000 vpd west of Long Beach Boulevard. Current traffic volumes on East Seventh Street range from 18,100 vpd east of Long Beach Boulevard to 34,000 vpd west of Redondo Avenue, with 33,000 vpd between Alamitos Avenue and Cherry Avenue.

Freeways

San Diego Freeway (I-405). Current traffic on the San Diego Freeway ranges between 246,000 vehicles per day (vpd) at Santa Fe Avenue to 260,000 vpd at Redondo Avenue, with 263,000 vpd at Orange Avenue.

Long Beach Freeway (I-710). Current traffic on the Long Beach Freeway ranges between 114,000 vehicles per day (vpd) at West Anaheim Street to 144,000 vpd at West Willow Street.

F. Bikeways

Existing bikeways in the Central Long Beach study area consists of two Class I Bikeways[1] (the Los Angeles River bike path, and the Shoreline Beach bike path), and a Class III Bikeway on Pacific Coast Highway.

In the short-term, bikeways proposed in the December, 2001, Long Beach Bicycle Master Plan that will serve the Central Long Beach study area, consists of three Class II Bikeways (First-Second Street between Junipero Avenue and Orange Avenue, and Broadway-Third Street between Alamitos Avenue and Magnolia Avenue, and Pacific Avenue north of Pacific Coast Highway, and six Class III Bikeways (Pacific Avenue south of Pacific Coast Highway, Alamitos Avenue-Orange Avenue, Tenth Street, Santa Fe Avenue, Chestnut Avenue-Seventh Street, and segments parallel to the Los Angeles River, plus a third Class III Bikeway connecting the two Class II Bikeway segments.

In the medium-term, the Bicycle Master Plan calls for a bikeway on Ocean Boulevard between Magnolia Avenue and Alamitos Avenue, and on Pacific Coast Highway. Long-term bikeways are shown on Magnolia Avenue, Alamitos Avenue, Willow Street and Shoreline Drive.

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[1] **Class I Bikeway (Bike Path):** Provides for bicycle travel on a paved right-of-way completely separated from any street or highway.

Class II Bikeway (Bike Lane): Provides a striped lane for one-way bicycle travel on a street or highway.

Class III Bikeway (Bike Route): Provides for shared use with motor vehicle or pedestrian traffic and is identified only by signing.

TABLE 2-5A
SANTA FE AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Wardlow Road - Willow Street	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean NP 2 - 6A E/S NP 4A - 8A Wed St. Clean NP 2 - 6A
Willow Street - Pacific Coast Highway	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean NP 2 - 6A E/S NP 4A - 8A Wed St. Clean NP 2 - 6A

LEGEND

W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-5B
PACIFIC AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Spring Street - Willow Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
Willow Street - Burnett Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P (Btwn Burnett/Eagle)
Burnett Street - 23RD Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 1HR 9A - 6P (Btwn Eagle/Hill) X-Sun & Holidays
23RD Street - 21ST Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
21ST Street - Pacific Coast Highway	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 1HR 9A - 6P X-Sun & Holidays

LEGEND
W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time

NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

2W LTL: 2 Way Left-Turn Lane

TABLE 2-5B (CONTINUED)
PACIFIC AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Pacific Coast Highway - 15TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
15TH Street - 14TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean NP 7A - 5P School Days E/S NP 4A - 8A Tue St. Clean
14TH Street - Anaheim Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P X-Sun & Holidays
Anaheim Street - 8TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
8TH Street - 5TH Street	4	Curbed Blueline In Median	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR Metered 7A - 6P E/S NP 4A - 8A Tue St. Clean 2HR Metered 7A - 6P
5TH Street - 1ST Street	4	Curbed Blueline In Median	30 MPH	W/S NP E/S NP
1ST Street - Ocean Boulevard	4	Painted	30 MPH	W/S NP E/S NP

LEGEND
W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane
2W LTL: 2 Way Left-Turn Lane

TABLE 2-5C
LONG BEACH BOULEVARD SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
36TH Street - Spring Street	4	Painted CL W/LTL	35 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P (N/O Wardlow) E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P (N/O Wardlow)
Spring Street - 27TH Street	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P E/S NP 4A - 8A Wed St. Clean
27TH Street - Willow Street	4	Curbed Blueline In Median	35 MPH	W/S NP E/S NP
Willow Street - Pacific Coast Highway	4	Curbed Blueline In Median	30 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P
Pacific Coast Highway - 8TH Street	4	Curbed Blueline In Median	30 MPH	W/S NP 4A - 8A Tue St. Clean NP 10P - 6A (N/O 16TH St.) 2HR 9A - 6P (S/O 16TH St.) E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P (S/O 16TH St.)
8TH Street - 7TH Street	4	Curbed Blueline (NB Only) In Median	30 MPH	W/S NP E/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P

LEGEND
W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-5D
ATLANTIC AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
I-405 - Willow Street	4	Painted CL W/LTL	30 MPH	W/S NPAT 2HR 9A - 6P E/S NPAT
Willow Street - Anaheim Street	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P
Anaheim Street - Ocean Boulevard	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P

LEGEND
W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-5E
ALAMITOS AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Pacific Coast Highway - 7TH Street	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean
7TH Street - Ocean Boulevard	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean

LEGEND
W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-5F
CHERRY AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
At Anaheim Street	4	Painted CL W/LTL	25 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean

<u>LEGEND</u>

W/S : Westside
E/S : Eastside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6A
WILLOW STREET SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
SR-103 to Santa Fe Avenue	4	Curbed	35 MPH	N/S NPAT S/S NP 4A - 8A Tue St. Clean
Santa Fe - Easy Avenue	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean S/S NP 4A - 8A Tue St. Clean
Easy Avenue - I-710	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP Unattached Trailers
I-710 - Golden Avenue	6	Curbed	35 MPH	N/S NP S/S NP
Golden Avenue - Magnolia Avenue	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30-8:30A 2HR 9A -6P X-Sun S/S NP 4A - 8A Tue St. Clean 2HR 9A -6P X-Sun
Magnolia Avenue - Eucalyptus Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P M - F S/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P M - F

LEGEND
N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6A (CONTINUED)
WILLOW STREET SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Eucalyptus Avenue - Pacific Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 6:30A - 8:30P M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F
Pacific Avenue - Long Beach Boulevard	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30 - 8:30A M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F
Long Beach Boulevard - Atlantic Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30 - 8:30A M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F

LEGEND

N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time

NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6B
PACIFIC COAST HIGHWAY SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
At Santa Fe Avenue	4	Painted LTL	40 MPH	N/S NP 4A - 7A Wed St. Clean S/S NP 4A - 7A Tue St. Clean
I-710 - Golden Avenue	6	Curbed	40 MPH	N/S NPAT S/S NPAT
Golden Avenue - Magnolia Avenue	6	Painted CL W/LTL	40 MPH	N/S NP 4A - 7A Wed St. Clean S/S NPAT
Magnolia Avenue - Cedar Avenue	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean TANSAT 7 - 9A M - F S/S NPAT
Cedar Avenue - Long Beach Boulevard	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P TANSAT 7 -9P M - F S/S NP 4A - 8A Tue St. Clean 2HR 9A - 3P TANSAT 3 - 6P M - F
Long Beach Boulevard - Alamitos Avenu	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun 2HR 9A - 6P X-Sun TANSAT 7 - 9A S/S NP 4A - 8A Tue St. Clean 1HR 9A - 3P X-Sun 2HR 9A - 3P X-Sun TANSAT 3 - 6P X-Sun

LEGEND

N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6B (CONTINUED)
PACIFIC COAST HIGHWAY SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Alamitos Avenue - Junipero Avenue	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Fri St. Clean TANSAT 7 - 9A NSAT (E/O Rose) S/S NP 4A - 8A Thur St. Clean TANSAT 3 - 6A M - F NSAT (E/O Rose)
Junipero Avenue - Redondo Avenue	6	Painted CL W/LTL	35 MPH	N/S TANSAT S/S NP 4A - 8A Thur St. Clean 2HR 9A - 3P TANSAT 3 - 6P M - F

LEGEND

N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6C
ANAHEIM STREET SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING	
I-710 - Long Beach Boulevard	4	Painted CL W/LTL	30 MPH	N/S S/S	NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun NP (E/O Locust) NP 4A - 7A Tue St. Clean 2HR 9A - 6P X-Sun NP (E/O Locust)
Long Beach Boulevard - Redondo Avenu	4	Painted LTL CL W/LTL	30 MPH	N/S S/S	NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun NP 4A - 8A Tue St. Clean 2HR 9A - 6P X-Sun

LEGEND
N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-6D
SEVENTH STREET SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
I-710 - Long Beach Boulevard	One-way 3 WB	None	30 MPH	N/S NP 4A - 8A Tue St. Clean 2HR Metered 9A - 6P S/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P
Long Beach Boulevard - Martin Luther King Jr. Avenue	One-way 3 WB	None	30 MPH	N/S NP 4A - 8A Tue St. Clean 2HR Metered 9A - 6P S/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P
Martin Luther King Jr. Avenue - Walnut Avenue	4	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Fri St. Clean S/S NP 4A - 8A Thur St. Clean

<u>LEGEND</u>

N/S : Northside
S/S : Southside
NP : No Parking
NPAT : No Parking Any Time
NSAT: No Stopping Any Time
TANSAT : Tow Away No Stopping Any Time
CL : Center Line
LTL : Left-Turn Lane

TABLE 2-7A
PUBLIC TRANSIT SERVICE

DIRECTION	STREET	LONG BEACH TRANSIT ROUTE		HEADWAY [1]
NORTH-SOUTH	Santa Fe Avenue	191	Santa Fe/Del Amo	60 Min.
		192	Santa Fe/South St.	30 Min.
		193	Santa Fe via McHelen to Del Amo Station (Blue Line)	30-60 Min.
		194	Santa Fe via Hughes Way to Del Amo Station (Blue Line)	45 Min./North No Serv/South
NORTH-SOUTH	Long Beach Boulevard	5	Long Beach Blvd.	15 Min.
NORTH-SOUTH	Magnolia Avenue	181	Magnolia/4TH St.	30 Min.
		173	PCH/Studebaker	30 Min.
NORTH-SOUTH	Pacific Avenue	172	PCH/Palo Verde	30 Min.
		174	PCH to Ximeno Only	30-60 Min.
		182	Pacific/4TH St.	30 Min.
NORTH-SOUTH	Atlantic Avenue	61	Atlantic Ave. to Artesia Statio	20 Min.
		62	Atlantic to Alondra Blvd.	20 Min.
NORTH-SOUTH	Alamitos Avenue	7	Orange Ave.	20 Min.
NORTH-SOUTH	Cherry Avenue	21	Cherry Ave.	30 Min.
		22	Downey Ave.	30 Min.
		23	Cherry to Carson St. Only	20-60 Min.

[1] Interval between busses.

TABLE 2-7B
PUBLIC TRANSIT SERVICE

DIRECTION	STREET	LONG BEACH TRANSIT ROUTE		HEADWAY [1]
EAST-WEST	Willow Street	101	Carson St./Centralia	30 Min.
		102	Willow St./Spring St.	30 Min.
		103	Carson St. to Lakewood Mall	30 Min.
EAST-WEST	Pacific Coast Highway (PCH)	1	Easy Avenue	20 Min.
		171	PCH to Seal Beach	30 Min.
		172	PCH/Palo Verde	30 Min.
		173	PCH/Studebaker	30 Min.
		174	PCH to Ximeno Only	30-60 Min.
EAST-WEST	Anaheim Street	45	Anaheim St. Crosstown	12 Min.
		46	Anaheim St. Downtown	12 Min.
EAST-WEST	10TH Street	81	10TH St. to CSULB	30-40 Min.
EAST-WEST	7TH Street	91	7TH St./Bellflower Blvd.	30-60 Min.
		92	7TH St./Woodruff Ave.	25 Min.
		93	7TH St./Clark Ave.	60 Min.
		94	7TH St. to Los Altos Only	60 Min.
EAST-WEST	4TH Street	181	Magnolia/4TH St.	30 Min.
		182	Pacific/4TH St.	30 Min.
EAST-WEST	Broadway	111	Broadway/Lakewood Blvd.	30-40 Min.
		112	Broadway/Clark Ave.	30 Min.

[1] Interval between busses.

TABLE 2-7C
PUBLIC TRANSIT SERVICE

DIRECTION	STREET	MTA TRANSIT ROUTE		HEADWAY [1],[2]
NORTH-SOUTH	Long Beach Boulevard		Metro Blue Line	12 Min.
NORTH-SOUTH	Long Beach Boulevard	60	Long Beach/Union Station	30 Min.
NORTH-SOUTH	Anaheim Street	232	Long Beach/LAX	30 Min.

[1] Interval between busses.
[2] Interval between trains.

TABLE 2-8
DAILY TRAFFIC VOLUMES

NORTH-SOUTH STREETS	VOLUME
Santa Fe Avenue	
South of Wardlow Road	24,900
North of Willow Street	24,900
South of Willow Street	14,800
North of Pacific Coast Highway	13,100
South of Pacific Coast Highway	12,200
Pacific Avenue	
North of Willow Street	13,000
North of Pacific Coast Highway	15,600
South of Pacific Coast Highway	14,000
North of Seventh Street	7,900
Long Beach Boulevard	
South of Willow Street	19,700
North of Anaheim Street	17,800
South of Anaheim Street	20,100
North of Seventh Street	15,600
Atlantic Avenue	
North of Willow Street	27,900
South of Willow Street	18,900
North of Pacific Coast Highway	21,500
South of Pacific Coast Highway	18,000
North of Seventh Street	14,100
Alamitos Avenue	
North of Anaheim Street	11,000
South of Anaheim Street	11,500
North of Seventh Street	12,200
Cherry Avenue	
North of Seventh Street	5,700
Redondo Avenue	
North of Pacific Coast Highway	24,600
South of Pacific Coast Highway	27,200
North of Seventh Street	28,600

Source: City of Long Beach, Department of Public Works, Traffic Engineering Division; 2001 Traffic Flow Map

TABLE 2-9
DAILY TRAFFIC VOLUMES

EAST - WEST STREETS	VOLUME
Willow Street	
West of Santa Fe Avenue	20,600
East of Santa Fe Avenue	25,200
West of Magnolia Avenue	31,300
West of Long Beach Boulevard	32,600
East of Long Beach Boulevard	29,700
East of Atlantic Avenue	29,400
Pacific Coast Highway	
West of Santa Fe Avenue	37,400
East of Santa Fe Avenue	43,700
West of Magnolia Avenue	39,600
East of Pacific Avenue	38,400
West of Long Beach Boulevard	37,500
East of Long Beach Boulevard	44,400
East of Atlantic Avenue	33,700
West of Alamitos Avenue	48,100
West of Cherry Avenue	36,900
East of Cherry Avenue	39,400
West of Redondo Avenue	32,600
Anaheim Street	
East of Terminal Island Ferry	39,000
East of Santa Fe Avenue	32,900
West of Magnolia Avenue	26,400
West of Pacific Avenue	25,000
East of Long Beach Boulevard	30,000
East of Atlantic Avenue	33,400
West of Alamitos Avenue	35,600
West of Cherry Avenue	33,000
East of Cherry Avenue	28,200
West of Redondo Avenue	30,300
Seventh Street	
West of Magnolia Avenue	15,400 [1]
West of Pacific Avenue	15,100 [1]
West of Long Beach Boulevard	17,000 [1]
West of Martin Luther King Jr. Avenue	18,100 [1]
West of Alamitos Avenue	28,900
West of Cherry Avenue	32,100
East of Cherry Avenue	33,000
West of Redondo Avenue	34,000

Source: City of Long Beach, Department of Public Works, Traffic Engineering Division; 2001 Traffic Flow Map

2.6 DEMOGRAPHICS SURVEY OVERVIEW

A. Introduction

Keyser Marston Associates, Inc. (KMA) prepared the following overview of the socio-economic, employment and business characteristics exhibited by the Central Study Area (Area). The socio-economic review identifies residents' income, occupations, education levels and other characteristics. The review of businesses and employment identifies the sectoral breakdown of existing businesses and employment within the City and Area, which is important to understanding the future development potential within the Area.

B. Executive Summary

Provided below is a brief review of the background data collected for this analysis.

Socio-Economic Summary

The salient socio-economic characteristics for the Area have been summarized below:

- The current population within the Area is approximately 96,800 persons, which Area is approximately one-fourth of the City total.
- Generally, the population within the Area and the City is significantly denser than the County.
- Over the past 10 years, the City population grew at a much slower pace than the County; however, the City population is projected to grow at a similar pace to the County through 2025.
- The average household size in the Area is significantly larger than the City and is slightly larger than the County.
- Households are projected to form at a significant rate over through 2025.
- The per capita and average household income levels are significantly lower in the Area when compared to the City and County.
- Nearly one-half of the households in the Area earn less than $25,000.
- There are relatively few whites in the Area and there are concentrations of blacks and persons of other races. In addition, nearly 60% of the population within the Area is of Hispanic origin.
- A significant share of the residents within the Area is less than 18 years old. In addition, there are relatively few residents over the age of 55.
- The share of residents without a high school degree and no college education is higher in the Area when compared to the City and County.
- There is a slightly greater concentration of residents with manufacturing occupations in the Area when compared to the City and County.

Employment and Business Summary

There are three primary employment sectors which will impact future development in the Area: retail, FIRE and services. Within these sectors there are a handful of industries whose absence or presence within the Area are particularly significant:

- General Merchandise Stores
- Food Stores
- Finance, Insurance and Real Estate
- Health Services
- Business Services
- Social Services
- Manufacturing, Wholesale Trade and TCPU

General Merchandise Stores

Within the Area and the City the general merchandise stores appear to be much smaller, but more numerous than typically found in the County. The small size of the establishments indicates the limited presence of national retail chains such as Target, Wal-Mart, Costco and the major department stores. However, the City Place project at Long Beach Boulevard and 6th Street will introduce some of these retailers into the Area. Given the significant absence of these retailers currently in the Area, other chains will likely be interested in the future if the City Place project performs well.

Food Stores

Similar to the general merchandise patterns, the food stores in the Area appear to be more numerous and smaller than those typically found in the County. There has been limited development, other than the Wrigley Market Place Albertson's, of modern, 40,000 to 65,000 square foot supermarkets in the Area. Currently, if the national chains are present in the Area they typically occupy older, smaller buildings. Located throughout the Area are locally based chains such as Northgate Gonzalez and Top Valu, which are willing to occupy smaller, older buildings. Overall, there appears to be potential for the redevelopment/expansion of existing stores or the development of new food stores in the Area.

Finance, Insurance and Real Estate

The FIRE sector is a limited employer in the Area. Overall, the outlook for this sector in Southern California is stable. As a result, employment within the Area will likely maintain the status quo or increase slightly in the near- to mid-term.

Health Services

Health service industries are significant employers throughout the Area. Within the County, health service employment is projected to exhibit moderate growth, which is likely to have a limited positive impact in the near- to mid-term on the Area. It is likely that any additional growth within the Area will directly result from the major hospitals already present. Also, if one or both these hospitals were to leave the Area the areawide employment would be greatly affected.

Business Services

Business service industries do not account for a significant amount of employment within the Area. However, on a countywide basis, growth in these industries is projected to be significant. Industries within this sector include advertising, credit reporting, personnel supply services, computer programming, data processing and other computer related services. As a strong agglomeration of these businesses does not exist in the Area, the near- to mid-term growth potential appears to be limited.

Social Services

Social services include individual and family social services; job training and vocational rehabilitation services; child day care services; and residential care services. The significant presence of these establishments within the Area is a product of the socio-economic makeup of its residents. These services will likely have a strong presence in the Area in the near- to mid-term.

Manufacturing, Wholesale Trade and TCPU

Manufacturing, wholesale trade and Transportation, Communication and Public Utilities (TCPU) industries do not have strong presence within the Area. Due to the development character of the Area and the development requirements of these industries, it is unlikely that significant growth will occur within these sectors.

C. Socio-Economic Characteristics

It is important to gain a clear understanding of the socio-economic characteristics exhibited by the City and Area residents to effectively evaluate the potential market opportunities. Shown in Tables 1 through 4 is a summary of the salient socio-economic indicators for the Area, the City and the County of Los Angeles (County). The County characteristics serve as a benchmark, against which the City and Area demographics can be measured. For the purposes of this analysis, the following characteristics were considered:

- Population
- Households
- Income
- Expenditure Potential
- Age, Ethnicity and Education
- Occupations

Population

Discussed below are population estimates derived from the following resources:

1. Claritas, Inc. is a private data supplier utilized by developers and retailers to identify the socio-economic characteristics of market area residents. Claritas allows users to custom define market areas and provides estimates for a wide range of variables.

2. The California Department of Finance (DOF) provides annual estimates of population and housing stock within cities throughout California. These estimates will be utilized in Phase II of the analysis when the residential market opportunities are evaluated.

3. Census 2000 estimates are available for the City as a whole. This source provides the most accurate estimate of the City's current population.

4. The Southern California Association of Governments (SCAG) provides projections at the City, regional and County levels. These projections will be used in Phase II to assist in identifying the demand that can be anticipated in the future.

Claritas

As shown in Table 1, Claritas estimates the Area's 2001 population at 96,800 persons.[1] The total population for the City is estimated at 464,800 persons. Therefore, the Area accounts for approximately 25% of the Citywide total. The total population within the County is 9,577,000 persons. Due to the urbanized nature of Long Beach, the population densities are higher in the City when compared to the County. In fact, the estimated population density in the Area is 23,700 residents per square mile, which is significantly higher than the City, County and State.

California Department of Finance

Shown in Table 2 is the population estimates generated by the DOF. These estimates indicate that from 1990 to 2000, the population within the City increased by 6.6% from 429,321 persons to 457,608 persons.[2] During this period the County as a whole increased by 11.5%, and the statewide population increased by 15.4%. Therefore, the population growth rate within the City was significantly slower than both the County and the State. This likely results from the generally built out nature of the City compared to County which has undeveloped land near its northern and western boundaries.

Census 2000

The DOF population estimates are slightly lower for the City and higher for the County and State than the Census 2000 results. Shown in the table below are the 1990 and 2000 census estimates for the City, County and State.

TABLE 2-10
1990 & 2000 CENSUS ESTIMATES

	1990	2000	Change
City of Long Beach	429,433	461,522	7.40%
Los Angeles County	8,863,164	9,519,338	7.40%
State of California	29,749,673	33,871,648	13.90%

Source: Census 2000

As can be seen above, the census data indicate that the City's population grew at the same rate as the County, while the state grew at a much faster rate than both. Overall, these patterns are similar to the DOF growth estimates. According to the Census 2000, the average number of persons per square mile in the City is 9,149 compared to 2,344 in the County and only 217 in the State. Therefore, the population in the Area and City is significantly more denser than the County or State.

SCAG Projections

Shown in Table 3 are the SCAG population projections through 2025. The population within the City is projected to grow 20.4% between 1997 and 2025, to 534,137 persons. During this same period, the Gateways Cities region (Region) population is projected to grow by 17.0% and the County population is projected to increase 28.7%. These projections indicate the relatively built out nature of the Region and the City, as compared to the County, which is projected to experience substantial growth from 1997 to 2025. It is also important to note that the SCAG population projections for the City indicate its growth will not lag as far behind the County as it did in the period between 1990 and 2000.

Households

KMA has presented current household estimates from Claritas and the DOF. KMA also summarized the SCAG household projections.

Claritas

Shown in Table 1 is the estimated number of households in the Area, the City and the County. Total households in the Area are estimated at 30,600, within the City there are 173,300 and within the County 3.19 million. The average household size within the Area is 3.12 persons, which is larger than the average household size within the City (2.61 persons) and the County (2.91 persons). As such, it would be expected that there are more children within the Area compared to the surrounding areas.

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[1] KMA utilizes Claritas information due to its widespread use by developers and retail tenants when analyzing market areas.
[2] These estimates are based on DOF data. As can be seen, these estimates are slightly different than the Claritas estimates.

State of California Department of Finance

As shown in Table 4, from 1990 to 2000, the total number of households within the City only increased by 1.01%, from 158,944 to 160,546.[3] During this period, the number of households within the County increased by 3.4% and the number of households within the state increased 9.2%. Therefore, it is clear that the historical household growth within the City was much slower than both the County and the State.

The average household size increased in the City, County and State. Within the City the average household increased from 2.61 to 2.80 persons, 7.2%. Comparatively, the average household in the County increased from 2.91 to 3.14 persons, 8.0%.

SCAG Projections

Shown in Table 3 is the projected number of households in the City, Region and County from 1997 to 2025. According to SCAG, the City households are projected to increase 23.6% during this period. This increase is significantly more than the Region, which is projected to increase by only 10.5%. Conversely, the County is projected to increase by nearly 33.5%.

Income

The per capita income and average household income for the Area, City and County are shown in Table 1. At $11,100, the per capita income in the Area is significantly lower than the City, $20,700, and the County, $22,800.

Similar to the per capita income, the average household income in the Area is significantly lower than the Citywide average of $34,700 and the County average of $68,200.

The distribution of income within the areas is also shown in Table 1. Within the Area nearly half of the total households earn less than $25,000 and nearly 80% earn less than $50,000. Comparatively, less than 60% of the Citywide and just over half of the County households earn less than $60,000. In addition, less than 4% of the Area households earn more than $100,000, while over 11% of the City households and nearly 17% of the County households exceed this income level. Overall, the income distribution indicates a concentration of lower-income households earning less than $25,000 in the Area.

Race, Age and Education

Shown in Table 1 is the race breakdown for the Area, the City and the County. Within the Project Area, nearly 58% of the population is of Hispanic origin. Within the City, 36% of the residents are of Hispanic origin and within the County nearly 45%. Within the Project Area, blacks constitute nearly 17% of the population, almost the same percentage within the City and higher than that in the County (10%). Whites constitute less than one-third of the Area residents, less than half of the City residents and slightly more than half of the County residents. The Project Area, a racially diverse community, is also home to other ethnic groups including persons of Asian descent. The latter group comprises about 14% of the Project Area, City and County populations.

Also shown in Table 1 is the age distribution of the Area, the City and the County. In general, the population within the Area is significantly younger than the City and County. In fact, nearly 37% of the population within the Area is under the age of 18, comparatively less than 28% of the City and County populations are under 18. Also, less than 16% of the Area population is over the age of 55 compared to nearly one-fourth of the populations within the City and County.

The educational attainment of residents over the age of 25 is shown in Table 1. Within the Area, over 48% of the residents do not have a high school degree, compared to approximately 25% in the City and 30% in the County. In addition only one-third of the Area residents have attended college compared to over 54% in the City and nearly 50% in the County. This pattern is similar to the household income distribution discussed previously.

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[3] Similar to the population estimates, these estimates are based on data provided by the DOF and not on data supplied by Claritas, thus the difference.

Occupations

Shown in Table 1 is a breakdown of occupations. There are significantly fewer residents with professional occupations within the Area compared to over 28% in the City and 27% in the County. There is a greater concentration of residents with manufacturing occupations in the Area (26%) compared to the City (17%) and County (19%).

Socio-Economic Summary

The socio-economic characteristics suggest the Area residents are significantly different from the City and County as a whole. It appears the residents in the Area earn lower incomes, are racially more disparate, are much younger and have less education than the residents in the City and County.

D. Employment and Businesses

KMA conducted a market area reconnaissance and reviewed estimates provided by Claritas to gain an understanding of the current employment and business trends within the Area. The commercial development in the Area includes local serving retail establishments, significant medical facilities and smaller office/service buildings. Shown in Table 5 is the estimated number of businesses and employees within the Area, the City and the County. Shown in Table 6 is the share of businesses and employment for all of the areas.

Area Overview

Throughout the Area the existing businesses are primarily older with a few, large scale redevelopment projects at key locations:

1. Along the primary corridors, such as Pacific Coast Highway, Atlantic Avenue, Long Beach Avenue, Anaheim Street, 7th Street and Willow Street, there is a significant presence of local serving retail in smaller, older, locally owned establishments.

2. Much of the retail is built out to the sidewalk with parking restricted to the street or to smaller lots that are currently not up to code.

3. The City Place project located at Long Beach Boulevard and 6th Street and Long Beach will introduce regional serving retailers into the Area. Included among the proposed tenants are Wal-Mart, Nordstrom's Rack and Ross.

4. There are key institutional developments in the form of two hospitals that appear to generate significant spin-off businesses.

5. The limited amount of non-medical serving office space in Area is likely tenanted by local serving financial planning and legal firms.

6. There is a limited amount of light industrial development located on the Corridor.

7. A limited amount of multi-family and single-family residences are found on the major corridors.

Provided below is a discussion of current business activity in the Area and City. This information will set the stage for the market opportunities assessment.

Retail Trade

Within the Area there are 730 retail trade businesses employing over 5,230 persons. Retail trade accounts for 15% of total Areawide businesses and employment. Comparatively, retail trade accounts for 24.3% of the total businesses and 17.7% of Citywide employment. Within the County 22.0% of the businesses and 17.8% of the employment is in retail trade. Therefore, the share of retail businesses is greater in the Area, but the share of employment is actually less. This distribution indicates the typical retail establishment in the Area is smaller than the City and the County. Given the small size of the establishments, it is likely that the vast majority of the retail currently in the Area is serving a very limited, local market area of particular interests are the food stores and general merchandise stores.

Food Stores

Within the Area there are 117 food stores employing 922 persons; consequently, there are 7.9 employees per business. In addition, there are 827 persons per food store in the Area. Comparatively, there are 1,298 persons per food store in the City and 1,134 per food store in the County. The average number of employees in each of these businesses is 11.7 in the City and 12.2 employees per business in the County. Given the smaller number of persons and employees per business, it appears that the typical food store in the Area is much smaller than those found throughout the County. KMA's review of the Area indicates there are very few traditional supermarkets (e.g. Von's, Albertson's and Ralph's), which would be much larger than the typical establishment currently in the Area.

General Merchandise

The general merchandise classification includes large scale national retailers such as Wal-Mart, Costco, Sam's Club, Nordstrom's and other department stores. Within the Area there are significantly fewer residents per establishment than the City and County; however, these outlets average only 8.6 employees compared to 10.4 in the City and 16.1 in the County. Currently within the Area there are very few, if any, of the aforementioned national, large-scale retail store chains. However, the Wal-Mart currently being developed is likely to begin to change this impression.

Finance, Insurance and Real Estate

There are approximately 132 finance, insurance and real estate (FIRE) businesses employing 749 persons within the Area. Within the City there are approximately 1,062 businesses employing 8,219 persons. Included among these industries are banks, savings & lending institutions, securities brokers, insurance carriers & agents and real estate businesses. During the last decade many of these industries were in a state of flux with the most notable changes in the banking and lending industry. During this period, many institutions have merged, leading to the consolidation of workforces and branch locations.

Overall, FIRE businesses account for approximately 5.5% of the total establishments within the Area and 2.1% of its employment. This share of employment is considerably lower than both the City (5.0%) and the County (6.4%). Given the current development patterns within the Area, which has a lack of mid-quality to high-quality office buildings, it is expected that these industries would be underrepresented in the Area.

Services

The service sector accounts for the greatest number of businesses and employment within the Area, City and County. Included in this sector are industries such as hotels and lodging; personal services (laundry services, photographic studios, beauty shops, etc.); business services (advertising, building services, equipment rental, computer related services, etc.); motion pictures and amusement) and; health services. Within the Area, it is estimated that 1,196 service businesses are operating with 25,152 employees. Within the City, the total number of businesses is 6,045 with 80,535 employees. Service businesses account for approximately 49% of the businesses and employment within the City, within the County these figures are 47% and 42%, respectively. Significant Area employers within this sector include health and social services.

Health Services

The health service sector accounts for the greatest percentage of businesses, 15.6%, and employment, 43.1%, within the Area. The percentage of businesses and employees is significantly higher than the City, 8.8% and 17.7% respectively, and County, 7.1% and 8.0%, respectively. The employment and businesses are driven by the presence of two large hospitals in the Area. The Long Beach Memorial Medical Center has 726 beds, 1,200 physicians and 3,500 employees. The Saint Mary Medical Center has 539 beds with 157 physicians and 1,249 employees. In addition, there is the Pacific Hospital, which has 171 beds, over 400 physicians and 700 employees. These hospitals support a significant number of employees on-site and generate numerous ancillary businesses and jobs in the Area.

Social Services

Social services account for 3.3% of the businesses within the Area and nearly 18% of the employment. Comparatively, social services account for only 5.2% of citywide employment and 2.4% of countywide employment. The employees per establishment calculation indicates large scale social services facilities within the Area.

Hotels and Lodging

Hotels and Lodging do not account for a significant amount of employment or businesses within the Area. However, when compared to the City and County averages, the population per hotel is much lower in the Area (2,305 persons compared to 4,557 in the City and 5,614 in the County). Within the Area, the average establishment employs relatively few people, 4.2 in the Area compared to 31.2 in the City and 28.9 in the County. In general, in the Area, the hotels are much smaller, are typically not affiliated with a national chain, are limited service and are unlikely to be significantly utilized by out of town visitors.

Other Sectors

As discussed above, employment and business activity in the Area is concentrated in the retail trade and service industries. As a result, employment and business activity in other sectors is minimal. The sectors that have significantly less employment than the City and County, include manufacturing; transportation, communications and public utilities, government and; wholesale trade. As the land uses within the Area are primarily residential, retail and commercial, the presence of industrial, warehouse, distribution and other manufacturing related development would be incompatible.

Employment Projections

The Employment Development Department (EDD) projects Countywide employment through 2006. According to these projections, the retail, FIRE and service sectors are all expected to expand during the period.

TABLE 2-11
PUBLIC SERVICE EMPLOYMENT PROJECTIONS

	1999	2006	Absolute Change	Percent Change
Retail	615,100	680,700	65,600	10.70%
FIRE	231,600	255,100	23,500	10.10%
Services	1,315,500	1,549,500	234,000	17.80%

Retail employment within the County is projected to increase by 10.7% between 1999 and 2006. Within this sector, the industries projected to generate the most substantial growth include building materials and garden supplies; apparel and accessory stores; eating and drinking places, and; other retail trade. Eating and drinking places are projected to generate the greatest absolute increase of 26,000 jobs, increasing from 232,800 to 258,800 employees. The growth in this industry alone, accounts for over 40% of total retail growth.

Similar to the retail sector, the FIRE sector is projected to gain employment over this term, with approximately 10% growth rate. Gains in this sector would be higher, except for the projected status quo in depository institutions employment. This lack of growth results, in part, from the merging of banking institutions and the relocation of corporate headquarters outside of the County. Comparatively, other industries within this sector (insurance, real estate, security and commodity brokers, etc.) are projected to generate significant increases in employment, ranging from 12% in the real estate sector to 34% for security and commodity brokers.

The service sector is projected to generate a significant number of jobs, 234,000, during the projection period. In fact, the service sector was estimated to account for 32.9% of Countywide employment in 1999 with its share growing to 34.3% by 2006. The most significant employer within the service sector are the business services industries. In 1999, total employment in these industries was estimated at 328,200 jobs; by 2006 this number is anticipated to increase to 461,000 jobs. This represents an absolute increase of 132,800 jobs, and a percent increase of 40.5%. Therefore, business service employment growth is projected to account for 57% of total growth in this sector. Other industries projecting significant growth include hotel and other lodging places; personal services and; private education services. A limited increase of only 8% (267,200 to 288,700) is projected for the health services industry.

SCAG Projections

Shown in Table 3 are the SCAG employment projections for the City, the Region and the County. The SCAG employment estimates are significantly higher than those provided by Claritas. According to SCAG, total employment within the City is estimated at 196,698 persons in 2000.

Within the City, growth over the next ten years is projected at 11.1%, with a slightly lower rate through the terminus of the projection period. Within the Region and the County, employment is projected to grow at a slightly slower rate of 10% between 2000 and 2010.

Employment and Business Summary

Generally, the retail trade establishments in the Area are smaller and in many cases more numerous than typically found in the City and County. The vast majority of the retail establishments in the Area appear to cater to a smaller, local market area. There is a limited presence of FIRE industries within the Area, with this trend likely to continue into the future. Currently, the service sector accounts for the majority of businesses and employment within the Area. Particularly significant are the health services industries in the Area, which account for over 43% of the total employment. Given the current mix of development in the Area, there is limited manufacturing, wholesale trade and TCPU development.

E. Summary

The detailed review of the Area's socio-economic characteristics indicates the population is very dense, households are large, income levels are low, educational attainment is low and the residents are relatively young.

Throughout the Area there is a significant amount of smaller retail, other commercial space and key institutional development. The review of business and employment patterns within the Area indicates that much of this development likely serves the local population.

The collection of the socio-economic, employment and business data sets the stage for Phase II of the KMA analysis. By first identifying the salient factors that will impact future development in the Corridor, KMA can proceed with an assessment of demand and future market conditions to identify near- to mid-term development opportunities for the Area.

2.7 MARKET OVERVIEW

A. Introduction

The following section describes the results of the Keyser Marston Associates, Inc. (KMA) market opportunities assessment for the Central Study Area (Area). KMA's overview of socio-economic, employment and business data set the stage for this analysis by first identifying the salient factors that will impact future development within the Area. Based on that information, KMA reviewed the near- to mid-term development opportunities for retail, industrial and residential development within the Area.

The KMA analysis is organized as follows:

1. Retail Overview
2. Industrial Summary
3. Residential Overview

B. Retail Overview

KMA evaluated the strength currently exhibited by retail uses within the City of Long Beach (City) by comparing the performance of existing establishments to the performance of similar uses in nearby cities, the County and the State. This was done by reviewing the per capita and per permit retail sales in the various jurisdictions, evaluating the sales of Area retailers and interviewing brokers active in the Area.

Per Capita Retail Sales

As shown in Table 1, the year 2000 per capita taxable sales in the City are relatively low. In fact, of the jurisdictions included in the analysis (Carson, Lakewood, City of Los Angeles, County of Los Angeles and State of California) the City's total retail store sales are the lowest. When the retail sales are broken down by category, the results can be summarized as follows:

1. Apparel Stores – The per capita Long Beach sales are lower than the City and County of Los Angeles and the State.
2. General Merchandise Stores – Per capital general merchandise sales in Long Beach are significantly less than the other jurisdictions. In fact, the City's sales are less than half the State average.
3. Food Stores – The per capita taxable food store sales in Long Beach are comparable to the City and County of Los Angeles, but are lower than the State average.
4. Eating and Drinking Places – Per capita eating and drinking sales in the City are consistent with the City and County of Los Angeles, but are lower than the State average.
5. Home Furnishing and Appliances – Per capita sales in these categories are significantly lower than all of the other jurisdictions analyzed.
6. Building Materials and Farm Implements – Sales in the City exceed all of the other jurisdictions by a significant amount.
7. Auto Dealers and Supplies – Sales in Long Beach are lower than all of the other jurisdictions analyzed and are less than half the State average and are only 52% of the County average.
8. Other Retail Stores – The category includes florists, stationers, photographic and electronic stores and other miscellaneous retailers. The sales within the City are significantly lower than the other jurisdictions analyzed.
9. All Other Outlets – These sales include business-to-business sales, taxable light industrial sales, service providers and other tax generators not classified elsewhere. These sales are lower in the City than all of the other jurisdictions except Lakewood.

Compared to the other cities in the region, Long Beach is generating generally lower retail store sales, with the exception of building material and farm implement dealers.

Sales Per Permit

Shown in Table 2 are the total permits and taxable sales per permit for Long Beach, nearby cities, the County and the State. Retail store sales per permit in Long Beach are lower than the other jurisdictions except for City of Los Angeles. Compared to the County, sales per permit are lower in the City for all of the categories except apparel stores and building material suppliers. In addition, sales per permit in the all other outlets category are lower in City than the County and State.

Also shown in this table is the number of residents per permit for Long Beach, the nearby cities, the County and the State. Long Beach has more residents per retail store than all of the other jurisdictions except Lakewood. The number of residents per permit is higher in all the major retail categories except food stores and eating and drinking establishments. The relationship of lower sales per permit and a higher number of residents per permit indicates the Long Beach establishments are less productive than the comparative jurisdictions even though the competition is not as intense.

Retail Potential

Shown in Table 3 is the estimated retail potential for the Area, the City, and the County. As the estimates shown in the table indicate, the per capita retail trade potential for City residents is lower than the City and County. The total retail potential of Area residents is $9,400 per person, which is approximately $2,000 lower than the City and $800 lower than the County.

Central Long Beach Sales

Working with City staff, KMA reviewed the productivity levels of retailers in the Central District. Due to the confidentiality issues associated with sales tax data, the City provided aggregated annual sales for selected districts in the Area. The districts analyzed include the Santa Fe Corridor, the Willow Corridor, East and West Anaheim and Long Beach Boulevard, the results of this analysis are shown in Table 4. When the district sales are compared with the most similar establishment types in the City (as shown in Table 2), the Area establishments are generating sales that are below the City average both overall and for the specific establishment types. For example, food stores, auto dealers and restaurants are all generating sales that are significantly below the Citywide averages.

Broker Contacts

KMA contacted a number of brokers in Long Beach to gain their insights into the market and to identify rents in the Area. These conversations have been summarized below.[1]

- Space in professional buildings can remain on the market for extended periods, with less desirable locations leasing for less than $.80 per month.

- Close to and into the Downtown will see rents rise for prime locations along major corridors. In particular, rents along Pine show a great range, with some space renting for $1.00 per square foot compared to prime locations renting for over $3.00 per square foot.

- Many buildings in the Area suffer from structural and functional obsolescence. Brokers indicated a number of buildings require significant upgrades to be marketable.

- Retail rents along Anaheim and other thoroughfares range significantly from less than $.75/sf to $2.50/sf NNN. The rents correlate to the age of the building and the location along Anaheim Boulevard, with older buildings renting for less than $1.20 per square foot.

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[1] All of the rents quoted are per month.

- Assuming Anaheim as an example, as the Area improves so to do the rents. On the corner of Anaheim and Redondo, there is a newer development with Ralph's and Rite Aid. These buildings have been constructed recently and the rents are approximately $2.00/sf NNN. Overall, there are not many vacancies in the Area but Anaheim Boulevard, for one, could use a facelift.

- Newer developments outside the Area in Signal Hill can garner rents between $2.00/sf to $2.50/sf NNN. Again, the newer the construction of a building, the higher the rent will be.

- At some locations brand new construction has remained on the market for a number of months. Brokers indicate they sometimes have a difficult time finding tenants who can afford rents that are higher than other establishments in the Area. The indicated rent on one of these buildings is $2.00 per square foot. While brokers attempt to attract national tenants they have found the best chance of renting the space is to have existing businesses in the Area relocate or lease to a locally owned store.

Retail Summary

In the previous section, KMA found the typical retail establishment in the Area is smaller than the City and the County. Given the small size of the establishments, it is likely that the vast majority of the retail currently in the Area is serving a very limited, local market area. The analysis conducted herein generated the following findings, which generally corroborated the Phase I analysis.

- On a per capita basis, Long Beach is generating lower sales than nearby cities, the County and the State.

- Sales per permit are generally lower in Long Beach. This would tend to indicate that the City has an over-proliferation of a number of retail establishment types. In fact, when compared to the County, sales per establishment in the City are lower in every retail category except apparel stores and building material suppliers. The addition of Long Beach Plaza to the City's retail stock will improve this situation.

- Typically, cities with a higher number of residents per retail permit will generate higher per permit sales. However, in Long Beach sales are lower per permit even though the number of residents per permit is higher. Therefore, Long Beach establishments are less productive than other jurisdictions even though the competition is less intense.

- The review of sales productivity levels in the Area indicates existing establishments are generating sales below the City average both overall and for the various establishment types. This is particularly significant given the relatively low productivity levels being achieved by citywide establishments.

- The potential expenditures of Area residents are significantly lower than the overall City and are somewhat lower than the County.

- According to brokers active in the Area rents for older buildings are relatively low with many buildings suffering from functional and/or structural obsolescence.

- Given the higher rents needed to offset development costs, new buildings can remain on the market for an extended period of time.

- Locally owned businesses are typically the most interested in locating within the Area. To date the majority of the national retailers in the Area have been limited to fast food restaurants, drug stores and supermarkets. The proposed American Marketplace project is a good example of this phenomenon.

In general, retail in the Area is independently owned, does not generate strong taxable sales and is primarily local serving. In addition, rents are relatively low and many buildings suffer from functional and/or structural obsolescence. Given these constraints, the majority of recent retail development in the Area has been limited to projects requiring public subsidies. Further development will likely require similar subsidies to be feasible, even though the Area and the City are generally underserved by a variety of retail types. Finally, the likely tenants in new projects will likely be local serving, with the anchors and a limited number of in-line tenants being national, credit retailers.

C. Industrial Overview

Overall, the industrial market in Los Angeles County remained relatively flat in 2002, with both rents and vacancies decreasing.[2] Countywide there is 889 million square feet of industrial space with average monthly rents ranging from $.37 per square foot in Vernon to $.62 per square foot in the Tri-Cities area (Glendale, Burbank and Pasadena). The overall County average rent is $.48 per square foot, which represents a slight softening from earlier periods. However, vacancies have decreased nearly 10% to an average of 6.7% in the County. One potential reason for the decreasing rents and vacancies is the expanding presence of warehouse and distribution centers which are becoming more prevalent but do not generate rents that are comparable to research and development space and light manufacturing users.

The South Bay region, which includes Long Beach, accounts for nearly one-fourth of the total industrial development in the County (215 million square feet). Vacancy rates in the South Bay region are slightly higher than 8%, but this represents a nearly 17% decrease in the region's vacancy rates over last year. Rents in the area are near the high end of the County areas, with an average monthly rent of $.53 per square foot.

Within Long Beach there is approximately 24 million square feet of industrial space with an average vacancy rate of 5.2%. Therefore, Long Beach accounts for over 10% of the region's industrial space while maintaining a vacancy rate that is below both the regional and County average. While vacancy rates are relatively low in the City, the possibilities for additional development in the Area are limited due to land use compatibility issues (e.g. proximity of residential to industrial and the impact of warehousing/distribution centers on traffic flow along major corridors).

D. Residential Overview

This section of the report presents an analysis of housing market demand and supply conditions. Evaluation of supply is based on various data sources including the California Department of Finance, Metroscan, Dataquick and interviews with professionals active in the Area.

Existing Residential Inventory

In general, Central Long Beach is a densely populated area with a significant number of higher density multi-family residential projects. KMA utilized data from the California Department of Finance to analyze changes in the City's housing supply by housing type, i.e., single-family detached/attached or multi-family between 1990 and 2000. As shown in Table 5, the housing stock in the City increased slowly between 1990 and 2000. In fact, there was only a 1.0% growth in total housing stock during the time period; comparatively, the total number of units in the County increased 3.4% and within the State 9.5%. An important factor to keep in mind when evaluating the historical growth is that the City is constrained because it is relatively built-out.

As shown in Table 6, the mix of single- and multi-family units is relatively even (46% single family compared to 54% multi-family); however, the share of multi-family units in the City is much greater than the County and State averages. During the period reviewed, single-family units consistently accounted for 46% of the total housing units in the City; comparatively, 56% of the County homes and 66% of the State homes are single-family units.

Current Rents and Pricing Evaluation

Provided below is a description of rents and sales prices for residential units in the Area.

Rental Product

To gain an understanding of the rental market in the Area, KMA contacted a number of apartment projects. As shown in Table 7, the rents in the Area ranged considerably, with the projects closest to the downtown generating the highest rents. The studio, one and two bedroom apartments all have similar starting price points of $400

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[1] Source for rents, vacancy and industrial stock is CB Richard Ellis.

to $500 per month. The average monthly, per square foot rents for these units range from $1.13 for the two bedroom units up to $1.47 for the studio units. The rents for the three bedroom units are taken from some upscale projects near the downtown, which results in the rents per square foot being relatively high and the total rents being significantly higher than the other unit types. While this is just a small sample of the total units in the Area, the rents shown in the table provide a rough estimate of the existing market range.

In addition to the projects contacted in the Area, KMA also obtained the RealFacts report for the entire City of Long Beach. Shown below is a summary of the average apartment rent between 1998 and 2002. The performance of these projects can give an indication of the overall market in the City and the Area.

TABLE 2-12
MONTHLY APARTMENT RENTAL

	Annual Average	Annual Change
1998	$844	4.70%
1999	$884	11.00%
2000	$981	11.00%
2001	$1,065	8.60%
2002	$1,100	3.30%
Total Change	**$256**	**30.30%**

Source: RealFacts

As shown in the table above, rents have increased dramatically in the City. During this period the average occupancy rate ranged from 95.7% in 1998 to 95.1% in 2002. Therefore, rents increased significantly while occupancy levels remained relatively constant.

For-Sale Product

To gauge market demand and depth, KMA reviewed single-family attached resale data provided by Metroscan for units located within the Area. Shown in Table 7 is a summary of recent home sales in the Area. The table shows single- and multi-family home sales for the various zip codes making up the Area. Within the Area, there is a significant range of single-family home prices of $64,500 to $372,000. The average sales price is slightly less than $200,000, with an average sales price of $164 per square foot.

For an additional data source, KMA reviewed market information supplied by Dataquick. Summarized in the table below are the Dataquick annual sales for 2002 in zip codes 90804, 90806 and 90813.

TABLE 2-13
2002 SINGLE-FAMILY HOME SALES

	Sales	Median Sales Price	Price/Square Foot	Change-2001-2002
90804	159	$256,000	$245	36.40%
90806	337	$230,000	$192	17.60%
90813	138	$155,000	$159	18.30%

Source: DQNews

The average sales prices in the Area range considerably, with zip code 90813, which accounts for a significant portion of the Area, generating the lowest median sales price of $155,000. While this price is relatively low, it still represents an 18.3% increase in the median price over 2001. The price per square foot also shows a significant range of $159 in 90813 to $245 in 90804.

Also shown in Table 7 is a summary of recent multi-family home sales in the Area. Within the Area, there is a significant range of single-family home prices of $25,000 to $385,000. The average sales price is $133,000, with an average sales price of $154 per square foot.

KMA also reviewed the Dataquick sales data for condominiums in 2002 for zip codes 90804, 90806 and 90813.

TABLE 2-14
2002 CONDOMINIUM SALES

	Sales	Median Sales Price	Change-2001-2002
90804	194	$168,000	28.70%
90806	106	$189,000	21.30%
90813	71	$135,000	42.10%

Source: DQNews

The condominium sales prices do not demonstrate the same range as the single-family units. However, the 90813 zip code still accounts for both the lowest prices and the greatest gains over the past year.

Proposed Projects

Shown in Table 8 is a summary of a large scale project currently proposed in the Area. The West Gateway project will be located near the intersection of Daisy and Third. This downtown adjacent project is proposed to be a mix of for-rent residential, for-sale residential and retail. As shown in the table, the for-sale units are projected to sell for $275,000 to $358,000, with a price per square foot of approximately $200. The for-rent product is projected to lease for $1,500 to $2,250, with a rent per square foot of $1.60 to $1.90 per month.

Broker and Manager Contacts

KMA contacted a number of brokers and property managers in the Area to gain their insights into the residential market and to identify rents. These conversations have been summarized below.[3]

- Apartment units do not stay on the market for a long time and turnover is limited.
- There is a lot of competition for any lower-priced units that come on the market, especially since they are hard to come by.
- In one project, the one-bedroom units were renting for $425-450/month two years ago, now these units rent for $650 to $700 per month.
- The appearance of some neighborhoods is improving.
- An example was given of a 1,000 square foot apartment renting for $725 per month. However, the higher priced larger units are on the market longer.

[1] It should be noted that some of the comments were directed to specific neighborhoods or projects. Due to confidentiality concerns, KMA has not identified specific projects; however, as many opinions were repeated the comments were incorporated into the discussion above.

- Closer to downtown, new projects completed in the last five years do not have many vacancies. In one project, sample rents range from around $1,000 for an 800 square foot unit to $1,325 for a 1,100 square foot unit.

- A good number of the downtown adjacent tenants in new buildings are professionals.

- Overall, some realtors feel this is a strong market for income properties. If a property is priced well, it will usually generate multiple offers within a few days. Reasons given include low interest rates and a weak stock market, which make property ownership more desirable.

- For principal residences, the market in many neighborhoods is relatively strong, as a well priced home could sell within a week.

- Some areas were identified as good neighborhoods for families with "good but not great schools."

- One loft development near the downtown indicated the units sold relatively quickly, with sales prices ranging from $276,000-$476,000 for the lofts.

Residential Summary

The residential market in the Area is strong, as the value of existing single-family homes and condominiums increased significantly from 2001 to 2002. However, a limited number of new homes have been developed, even though demand would likely have been strong enough to absorb additional units.

Ownership Residential

The proposed Gateway project indicates there is likely market support for additional for-sale residential units in the Area. Given the overall densities in the Area, there will likely be limited development opportunities for single-family detached units. Therefore, with the existing densities already so high, additional attached or condominium development is likely best suited for the Area.

For Rent Product

Rents in the Area range considerably depending on the location and quality of the project. Near the downtown rents are higher with young professionals tenanting many of the newer projects. In other neighborhoods rents are significantly lower, but have shown improvement over the past two years. Lower priced units are very desirable, with limited turnover and rapid absorption. Given the rents additional for-rent development could potentially be feasible near the downtown; however, the low rents through the other neighborhoods will likely limit opportunities to publicly subsidized projects.

E. Summary

The findings of this analysis have been briefly summarized below:

- **Retail** - Overall, Long Beach retail is not generating sales comparable to other jurisdictions. Within the Area, sales are not very strong, much of the existing development is becoming obsolete and rents are relatively low. Given these issues, additional retail development will likely have to be subsidized.

- **Industrial** - There is unlikely to be significant, desirable industrial opportunities within the Area through the near- and mid-term.

- **Residential** - The residential market in Southern California remains strong. The Area near the downtown is becoming a desirable location, with other opportunities for higher density multi-family product likely at select locations in the Area.